

# Heath Weaver

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## Career

### Personal project to explore AI at EmailsandDeals.com

September 2024 – Present | Remote

- Designed and implemented a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing system efficiency.
- Integrated AI systems for email content review, improving deal extraction accuracy from 80% to 95% through iterative refinements and Python-based tooling.
- Optimized page load times from 18 seconds to under 1 second by migrating to MariaDB and implementing Redis for task queuing, significantly improving user experience.

### Managing Director at Essence of Email Agency

June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system, increasing team productivity by 94% and enhancing project delivery timelines.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while improving customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, securing 6 new clients in under 3 months.

### VP of Marketing at Trilogy Software

April 2018 – February 2019 | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Created marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

August 2013 – August 2017 | Remote

- Directed daily operations of a POS & display advertising agency, enhancing digital presence for startups and small businesses through innovative growth-hacking strategies.
- Developed and implemented client-centric business strategies with the Board of Directors, leading to the creation of high-impact campaigns like Bombay Sapphire's Spice Hunter.

### Director, Europe at High Position Agency

April 2010 – June 2011 | Partially Remote

- Developed and implemented a multichannel e-business strategy, resulting in a 75% revenue increase and a 40% reduction in customer churn by focusing on client needs and optimizing business processes.

### Head of Search Engine Marketing, Europe at Sony eCommerce Europe

July 2007 – March 2010 | Brussels

- Aligned European search activities with local marketing teams, resulting in a 103% increase in search traffic year-on-year.

- Coordinated Pan-European search campaigns across 16 countries, achieving top 5 listings for high-volume keywords like laptop, camera, and HD TV.
- Increased Direct Sales by 300% over three years through effective management of the Search Marketing program.

## **Manager, Finance at Sony VAIO Europe**

October 2003 – July 2007 | Brussels

- Transformed financial operations by creating Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights and driving NIBT growth.
- Developed and implemented the 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, as noted in Sony's annual report.
- Streamlined reporting processes to achieve weekly financial closes, saving 4 days/month and reducing headcount needs, while improving reporting accuracy.

## **Financial Analyst and Investor Relations at Charlotte Russe**

October 2002 – May 2003 | San Diego

- Automated financial reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation processes.

## **Education**

### **Dixie State University - in Business Administration with Accounting and Marketing Emphasis**

August 1997 – April 1999 | St. George, UT

## **Skills**

### **Business Development:**

Sales Strategy • Retention • Sales Operations • Direct Sales • High Ticket Sales • Sales Team Performance Analysis

### **Finance:**

Financial Analysis • Investment Advisory • Previously US Series 7 Licensed • Investor Relations • Budget Management • Profitability Analysis • P&L Management • Market Analysis • Tableau • SAP

### **Leadership & Management:**

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

### **Marketing & Digital:**

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth & Performance Marketing • Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

### **Technical:**

AI Implementation • Custom GPT Development • Process Documentation • Testing • SQL • Deno • Python • PostgreSQL • Excel VBA • API Development

### **Languages:**

English (Native) • French (Basic) • Italian (Learning)

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